



SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit www.fona.com/clean for details about the personas.) The group gets regular check-ins, and we share our learnings with you!

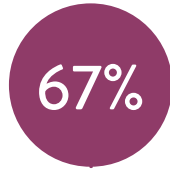


KEY FINDINGS

Overall the panelists mostly consume alcohol on the weekends as part of a social engagement. 'Monthly' and a 'couple of times per week' are the top frequencies for how often they consume alcohol. Wine is their alcoholic beverage of choice. The majority of the panelists are willing to try new alcoholic beverages even though their overall consumption of alcohol has decreased.



say they consume alcohol on the weekends



say they are likely to try new alcoholic beverages



say wine is their alcohol of choice



say they consume alcohol at home most often

This week, our shopper panel takes on...

ALCOHOL

CONSUMPTION

In this interaction we wanted to gain insight into our panelist's consumption of alcohol. How often are they consuming alcohol, what is their favorite alcoholic beverage, and how willing are they to try new products. They also did a little shopping trip to pick out a new product and tell us why it piqued their interest.

FAVORITE BEVERAGE

- "Lots of choices! I think my favorite will have to be a French Martini. It's very refreshing, tastes good, is served nicely in an easy to drink martini glass, and is a really nice complement to dessert and a nice after dinner drink." – Ann F.
- "Margaritas, especially Midori Melon Margaritas, frozen, not on ice. Love the refreshing melon and citrus flavors, and being able to make them with just enough melon liqueur and tequila to taste but not get wiped out." – Christine B.
- "Wine. For me it pairs well with most meals and I actually enjoy the flavor." – Erica N.

SOCIAL CONSUMPTION

We asked our panelists why they consume alcohol and 40% said "to be social."

JUSTIN P.

"Usually to relax and unwind with friends at a social event."

CARRIE T.

"When I relax on the weekends or in social settings with friends or family."

DEANA O.

"Very shy person and I feel like it loosens me up ever so slightly to be comfortably social."



SVEDKA MANGO PINEAPPLE VODKA: ANN F.
 “This looked like it would taste good. I like mango and pineapple and I think the taste on ice would be refreshing. The colors are fun (most liquors seem dark in color or just clear) and I love the colors here. Plus, pineapple and mango are good for you. VERY good for you and adding that to alcohol seems like a great idea.” – Ann F.



CROWN ROYAL REGAL APPLE: RHONDA O.
 “I already have that item at home. I bought it in the summer and still have not tried it. I am not sure what to mix with it and I don’t just want shots of it. It’s Crown Royal Apple. I LOVE apple but not a fan of whiskey so this should be fun!”



MONACO CRAFT COCKTAILS: THEO H.
 “Canned cocktails are becoming more popular, everywhere I go. Their quality varies WIDELY, but they are, for the most part, an easy solution for home parties where bar space is at a premium and there’s not someone manning the booze table. These don’t look terrible, but they’re very hit or miss. I’d be willing to give one of these a try.”

All this might leave you with a bit of a challenge. We get it, and we can help.

How do you deliver on label claims, nutrition and taste? What claims are consumers looking for? FONA’s subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let’s talk. Contact us at: www.fona.com/chat or call 630-578-8600

WANT US TO ASK ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you’d like us to find out from our shopper panel. Email POscarson@fona.com and let’s dive in!

CUTTING BACK

60% of our panelists say they have reduced their consumption of alcohol

“As someone who has reduced his alcohol consumption considerably, lower-ABV booze is always something I’m looking for and appreciate.” – Theo H.

“If I were to compare myself to the college days, I have significantly decreased my alcohol consumption. When I drink, it is to enjoy a glass of wine with a meal and share time with friends, not to ‘get drunk.’” – Erica N.

THE TAKEAWAYS

1 Weekenders.
 The consumption of alcohol for our panelists is primarily on the weekends and at home. This is in direct correlation with their social calendar and other responsibilities such as family, work and safety which are top priorities.

2 Social Setting.
 More often than not, our panelists are consuming alcohol as a way to engage socially with their family and friends. This doesn’t necessarily influence what they consume but can be swayed to try something new based on a recommendation from a friend or family member.